



To: Community Promotion and Tourism Committee
From: Dave Hulseberg, Village Manager
Date: August 6, 2013
Subject: Hotel/Motel Tax Expenditures for Fiscal Year 2014

Attached for your review is a Historical Budget Analysis regarding proposed Hotel/Motel Tax expenditures for FYE 2014 (Attachment 1). Below is a financial summary of Hotel/Motel Tax revenue and expenditures for FYE 2012-A and FYE 12B, the CY13 budget, and the CY14 proposed budget.

| | FYE 2012- A | FYE 2012- B | BUDGET | YE EST | PROPOSED BUDGET |
|---------------------------------|------------------|-----------------------|------------------|------------------|-----------------------------------|
| | ACTUAL | ACTUAL | CY13 | CY13 | CY14 |
| Hotel/Motel Revenues | 1,843,886 | 1,193,255 | 1,816,170 | 1,947,350 | 1,947,350 |
| <i>Year to Year Increase</i> | | | | | 6.74% |
| Hotel/Motel Expenditures | 1,872,486 | 1,115,046 | 1,913,230 | 2,003,920 | 1,946,150 |
| <i>Year to Year Increase</i> | | | | | 1.69% |
| | | <i>7 month budget</i> | | | <i>Compares to CY 2013 Budget</i> |
| | 6/1/11-5/31/12 | 6/1/12-12/31/12 | 1/1/13-12/31/13 | 1/1/13-12/31/13 | 1/1/14-12/31/13 |
| Fund Balance | 726,153 | 804,362 | 707,302 | 747,792 | 748,993 |
| <i>% of expenditures</i> | <i>40.76%</i> | <i>76.07%</i> | <i>38.75%</i> | <i>39.03%</i> | <i>40.51%</i> |

As shown above, CY14 revenues are projected to increase 6.74% compared to the FY13 budget. The LPFC Hotel/Motel tax rebate that is based on revenue collected is projected to increase \$33K compared to FY 2013. In addition, the most significant budget increase is an additional \$25,000 for tree and stump removal and street tree consortium tree planting. The Hotel/Fund also realized a significant decrease in salary and benefits due to the Early Retirement Program that the Village offered. The Communications Department decreased their personal services budget by \$43,170.

Attachment 1 provides a Historical Budget Analysis, showing the 2012-A actual expenditures, the 2013 budget, and the proposed budget for FY14. New budget requests for FY14 include \$6000 for

Civil War Re-Enactment, \$1000 for promotional giveaways, and \$1,200 for additional traffic control for 10 locations on the 4th of July.

Staff will be in attendance at the Committee meeting of August 13th to review the proposed Hotel/Motel Tax expenditures.

cc: Board of Trustees
Department Heads

**HISTORICAL ANALYSIS
FYE 2014 PROPOSED HOTEL/MOTEL BUDGET**

| Description | FYE 2012-A AMENDED BUDGET | FYE 2013 AMENDED BUDGET | FYE 2014 DEPT REQUEST BUDGET | FYE 2014 MANAGER PROPOSED BUDGET |
|---|---------------------------------|-------------------------------|---------------------------------------|---|
| 1 Personnel Costs | 178,880 | 169,450 | 126,280 | 126,280 |
| Full-Time Salaries: | 85,040 | 88,040 | 54,290 | 54,290 |
| Communications & Marketing Coordinator | | | | |
| Part-Time Salaries: | 51,860 | 53,580 | 47,780 | 47,780 |
| Communications Specialist | | | | |
| Cable TV Interns | | | | |
| Administrative Secretary | | | | |
| Health/Life Insurance | 16,360 | 180 | 8,200 | 8,200 |
| IMRF/SS/Medicare | 25,620 | 27,650 | 16,010 | 16,010 |
| 2 Operating Expenses | 146,750 | 148,390 | 157,400 | 157,400 |
| Transfer to General Fund | 82,620 | 86,570 | 93,130 | 93,130 |
| Transfer to Technology Reserve | 3,150 | 1,370 | 3,890 | 3,890 |
| Dues & Subscriptions | 1,600 | 2,570 | 2,950 | 2,950 |
| Training & Travel | 750 | 750 | 750 | 750 |
| Books & Literature | 100 | 100 | 100 | 100 |
| Operating Supplies | 1,800 | 1,800 | 1,800 | 1,800 |
| Web Site Expenses | 50,950 | 49,850 | 49,400 | 49,400 |
| Cable TV Equip/Supplies & Maintenance | 5,380 | 5,380 | 5,380 | 5,380 |
| Computer Software | 400 | 0 | 0 | 0 |
| 3 Newsletters & Other Mailings | 39,390 | 39,860 | 40,570 | 40,570 |
| Printing & Mailing Costs - Lombard Pride | 21,120 | 21,180 | 21,570 | 21,570 |
| Postage | 18,270 | 18,680 | 19,000 | 19,000 |
| 4 Winter Program | 35,150 | 36,450 | 32,000 | 32,000 |
| Winter Decorations | 30,000 | 30,000 | 30,000 | 30,000 |
| Downtown Holiday Lighting Signs | 150 | 150 | 0 | 0 |
| Winter Lights - PW Overtime | 3,000 | 3,300 | 1,000 | 1,000 |
| Winter Lights - Downtown Trees | 2,000 | 3,000 | 1,000 | 1,000 |
| 5 Lilac Parade/Activities | 67,400 | 67,860 | 68,200 | 68,200 |
| Lilac Parade Committee | 30,000 | 30,000 | 30,000 | 30,000 |
| Lilac Time Advertising | 12,000 | 12,000 | 12,000 | 12,000 |
| Public Works Supplies & Signs | 500 | 400 | 1,700 | 1,700 |
| Barricade Rental | 3,400 | 3,400 | 2,000 | 2,000 |
| Lilac Queen Scholarship | 5,000 | 5,000 | 5,000 | 5,000 |
| Police Overtime | 14,000 | 14,560 | 15,000 | 15,000 |
| Public Works Overtime | 2,500 | 2,500 | 2,500 | 2,500 |
| Fire Department Overtime | 0 | 0 | 0 | 0 |
| 6 Taste of Lombard | 111,555 | 120,040 | 126,000 | 124,000 |
| Shuttle Service - Taste of Lombard | 6,000 | 6,000 | 6,000 | 6,000 |
| Lombard Jaycees - Taste of Lombard | 30,000 | 30,000 | 30,000 | 30,000 |
| Mosquito Spraying | 1,500 | 1,500 | 1,500 | 1,500 |
| Barricade Rental | 600 | 600 | 600 | 600 |
| Auxilliary Police/Private Security (including meals) | 8,000 | 8,590 | 10,000 | 10,000 |
| Additional Traffic Control for 10 locations (4th of July night) | 0 | 0 | 1,200 | 1,200 |
| Snow Fence | 700 | 700 | 1,100 | 1,100 |
| Public Works Supplies | 750 | 1,000 | 650 | 650 |
| Flares | 1,600 | 1,600 | 1,600 | 1,600 |
| Fourth of July Parade Supplies & Signs | 0 | 0 | 0 | 0 |
| Operating Supplies - Fire Department | 500 | 350 | 350 | 350 |

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|---|---------------------------------|-------------------------------|---------------------------------------|---|
| Police Overtime | 48,550 | 60,000 | 61,000 | 61,000 |
| Public Works Overtime | 2,775 | 1,000 | 1,000 | 1,000 |
| Fire Department Overtime | 10,580 | 8,700 | 11,000 | 9,000 |
| 7 Cruise Nights | 45,470 | 46,830 | 48,370 | 48,370 |
| Entertainment | 20,000 | 20,000 | 20,000 | 20,000 |
| Misc Operating Expenses | 1,220 | 1,220 | 1,220 | 1,220 |
| Barricade & Porta Potty Rental | 1,200 | 1,300 | 2,400 | 2,400 |
| Public Works Supplies | 550 | 550 | 550 | 550 |
| Police Overtime | 18,800 | 19,560 | 20,000 | 20,000 |
| Public Works Overtime | 3,700 | 4,200 | 4,200 | 4,200 |
| 8 Lilac Time Art & Craft Show | 1,290 | 990 | 1,290 | 1,290 |
| Barricade Rental | 570 | 570 | 570 | 570 |
| Public Works Supplies | 420 | 420 | 420 | 420 |
| Public Works Overtime | 300 | 0 | 300 | 300 |
| 9 Landscaping Program | 86,000 | 270,000 | 295,000 | 295,000 |
| Village Beautification | 6,000 | 65,000 | 65,000 | 65,000 |
| Tree & Stump Removal | 25,000 | 35,000 | 50,000 | 50,000 |
| Tree Trimming | 45,000 | 65,000 | 65,000 | 65,000 |
| Tree Planting Only | 10,000 | 65,000 | 75,000 | 75,000 |
| Landscaping of Civic Center & Other Areas | 0 | 40,000 | 40,000 | 40,000 |
| 10 Historical Museum, Peck House, & Main Street Cemetery | 144,840 | 144,340 | 141,520 | 138,120 |
| Operating Expenses | 115,840 | 118,440 | 133,220 | 129,820 |
| Peck House Expenses | 8,500 | 3,600 | 2,300 | 2,300 |
| Main Street Cemetery Expenses & Improvements | 6,000 | 6,000 | 6,000 | 6,000 |
| Historical Museum Improvements | 14,500 | 16,300 | 0 | 0 |
| 11 Lombard Pride Week & Clean-up/Chore Days | 1,080 | 1,330 | 1,330 | 1,330 |
| Pride Clean-up Misc. Operating Supplies | 500 | 500 | 500 | 500 |
| Public Works Supplies | 330 | 330 | 330 | 330 |
| Public Works Overtime | 250 | 500 | 500 | 500 |
| 12 DuPage Convention & Visitor's Bureau Program | 75,920 | 84,260 | 89,510 | 89,510 |
| DuPage Convention & Visitors' Bureau Payments | 60,920 | 69,260 | 74,510 | 74,510 |
| DuPage Conv & Visitors' Bureau "IL Advertising" | 15,000 | 15,000 | 15,000 | 15,000 |
| 13 Miscellaneous Expenses | 762,875 | 783,430 | 824,080 | 824,080 |
| LPFC Hotel/Motel Tax Rebate | 670,000 | 690,000 | 722,800 | 722,800 |
| Circulator Grant | 0 | 0 | 0 | 0 |
| Lombard Park District Grant - Aquatic Center | 13,000 | 13,000 | 13,000 | 13,000 |
| Port-A-Potties (Various Events) | 0 | 0 | 0 | 0 |
| Banners (various programs) | 30,000 | 30,000 | 30,000 | 30,000 |
| Banner Replacement - Flags and Flag Banners | 30,000 | 30,000 | 30,000 | 30,000 |
| Sept. 11 Remembrance - Operating Supplies | 150 | 0 | 0 | 0 |
| Senior Fair Supplies | 1,000 | 1,000 | 1,000 | 1,000 |
| Misc. Public Works Supplies | 850 | 850 | 1,100 | 1,100 |
| Misc. Public Works Overtime | 475 | 780 | 1,280 | 1,280 |
| Memorial Day Event | 1,200 | 1,200 | 1,200 | 1,200 |
| Elmhurst Symphony Orchestra Concert Series Grant* | 0 | 0 | 0 | 0 |
| Misc Grants | 3,000 | 3,000 | 3,000 | 3,000 |
| Business Expo Grant | 4,000 | 4,000 | 4,000 | 4,000 |

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|---------------------------------|--|--|---|---|
| Sidewalk Snow and Ice Removal | 2,700 | 3,000 | 3,000 | 3,000 |
| Miscellaneous Barricade Rentals | 6,500 | 6,600 | 6,700 | 6,700 |
| Civil War Re-Enactment | 0 | 0 | 6,000 | 6,000 |
| Promtional Give-Aways | 0 | 0 | 1,000 | 1,000 |
| Grand Total | 1,696,600 | 1,913,230 | 1,951,550 | 1,946,150 |

* In FY 2012A we awarded the Elmhurst Symphony Orchestra Concert Series Grant \$15,000. This expense was not budgeted.

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